

CLAIMS

1. A method for rewarding a user of a Website, said method comprising the steps of:

awarding at least one credit to the user of the Website when the user satisfies a predetermined condition;

adding said at least one credit to a credit balance in an account, said account being assigned to the user;

storing said credit balance in a memory; and

allowing the user to exchange a quantity of credits for a predetermined number of minutes of telephone service that can be utilized over a standard telephone system.

2. The method of claim 1 wherein said predetermined condition comprises viewing at least one advertisement on said Website.

3. The method of claim 1 wherein said predetermined condition comprises responding to a survey on said Website.

4. The method of claim 1 wherein said predetermined condition comprises listening to at least one audio presentation.

5. The method of claim 1 wherein said predetermined condition comprises testing a software application.

6. The method of claim 1 wherein said predetermined condition comprises interacting with material presented on said Website.

7. The method of claim 1 wherein said credits may be redeemed to obtain access to an audiovisual presentation.

8. The method of claim 1 wherein said credits may be redeemed to obtain access to at least one audio selection.

9. The method of claim 1 wherein said credits may be redeemed to obtain access to at least one software game application.

10. The method of claim 1 wherein said credits may be redeemed to obtain a discount on the price of at least one good.

11. A system for rewarding a user of a Website, said system comprising:
a memory having program code stored therein and for storing information concerning a plurality of users;
a processor connected to said memory for carrying out instructions in accordance with said stored program code; and
a communications device connected to said processor for allowing said processor to communicate with other devices using the Internet;
wherein said program code, when executed by said processor, causes said processor to perform the steps of:
awarding at least one credit to the user of the Website when the user satisfies a predetermined condition;
adding at least one credit to a credit balance in an account, said account being assigned to the user;
storing said credit balance in the memory; and

allowing the user to exchange a quantity of credits for a predetermined number of minutes of telephone service that can be utilized over a standard telephone system.

12. The system of claim 11 wherein said predetermined condition comprises viewing at least one advertisement on said Website.

13. The system of claim 11 wherein said predetermined condition comprises responding to a survey on said Website.

14. The system of claim 11 wherein said predetermined condition comprises listening to at least one audio presentation.

15. The system of claim 11 wherein said predetermined condition comprises testing a software application.

16. The system of claim 11 wherein said predetermined condition comprises interacting with material presented on said Website.

17. The system of claim 11 wherein said credits may be redeemed to obtain access to an audiovisual presentation.

18. The system of claim 11 wherein said credits may be redeemed to obtain access to at least one audio selection.

19. The system of claim 11 wherein said credits may be redeemed to obtain access to at least one software game application.

20. The system of claim 11 wherein said credits may be redeemed to obtain a discount on the price of at least one good.

21. An article of manufacture comprising a computer readable medium having computer usable program code embodied therein, said computer usable program code containing executable instructions that, when executed, cause a computer to perform the steps of:

awarding at least one credit to the user of the Website when the user satisfies a predetermined condition;

adding at least one credit to a credit balance in an account, said account being assigned to the user;

storing said credit balance in a memory; and

allowing the user to exchange a quantity of credits for a predetermined number of minutes of telephone service that can be utilized over standard telephone equipment.

22. The article of manufacture of claim 21 wherein said predetermined condition comprises viewing at least one advertisement on said Website.

23. The article of manufacture of claim 21 wherein said predetermined condition comprises responding to a survey on said Website.

24. The article of manufacture of claim 21 wherein said predetermined condition comprises listening to at least one audio presentation.

25. The article of manufacture of claim 21 wherein said predetermined condition comprises testing a software application.

26. The article of manufacture of claim 21 wherein said predetermined condition comprises interacting with material presented on said Website.

27. The article of manufacture of claim 21 wherein said credits may be redeemed to obtain access to an audiovisual presentation.

28. The article of manufacture of claim 21 wherein said credits may be redeemed to obtain access to at least one audio selection.

29. The article of manufacture of claim 21 wherein said credits may be redeemed to obtain access to at least one software game application.

30. The article of manufacture of claim 21 wherein said credits may be redeemed to obtain a discount on the price of at least one good.